

SAN DIEGO REDEVELOPMENT AGENCY

REQUEST FOR QUALIFICATIONS

Opportunity for Parking Garage Management Services in the North Park Redevelopment Project Area

- Due Date:** January 14, 2011
- Contact:** Michael Lengyel, Project Manager
San Diego Redevelopment Agency
mlengyel@san Diego.gov
- Submissions:** Each respondent is required to submit one signed original and two copies of responses to Michael Lengyel at the address below.
- Questions:** Questions should be addressed to Michael Lengyel via email at mlengyel@san Diego.gov. All inquires must contain the phrase "North Park Project Area Parking Garage RFQ" in the subject line.



San Diego Redevelopment Agency
1200 Third Avenue, Suite 1400
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www.sandiego.gov/redevelopment-agency

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THE OPPORTUNITY

The Redevelopment Agency of the City of San Diego (Agency) seeks qualified parking garage management companies to submit qualifications for parking management services at the North Park Parking Garage located at 3829 29th Street, San Diego, CA 92104. The parking structure contains 388 parking spaces in addition to 14,000 square feet of retail space on the ground floor. Prospective proposers are invited to submit information to demonstrate sufficient financial capacity and expertise in managing a public parking garage to enable the Agency to consider the selection of a management company with whom to negotiate a management contract.

North Park Redevelopment Project Area

The 555-acre North Park Redevelopment Project Area (Project Area) is located within the community of North Park which is centrally located within five miles of downtown San Diego and adjacent to beautiful Balboa Park. The Project Area is bounded by Interstate 805 to the east and Park Boulevard to the west and stretches as far north as Adams Avenue and as far south as Upas Street. The North Park Parking Garage (Garage) is conveniently located in the commercial center of the Project Area, south of University Avenue and bounded by 29th Street to the west, 30th Street to the east and North Park Way to the south.

Redevelopment in the Project Area focuses on the revitalization of North Park's commercial corridors, with special attention paid to the revitalization of the El Cajon Boulevard and University Avenue corridors. Historic preservation and public art are incorporated features within the redevelopment focus. There is a strong sense of civic pride in North Park, and for this reason the community is actively involved in redevelopment projects in an effort to ensure high-quality design and construction and to retain the historic craftsman-style homes for which the neighborhood is known.

PROJECT DESCRIPTION

The Request for Qualifications (RFQ) is for the selection of a manager or management team (Management Company) to provide personnel, materials, services, management, marketing, and other requirements to successfully operate the Garage. Duties must be performed in a manner consistent with good professional practices commonly applied at similar parking facilities in the area.

The Garage's 388 parking spaces and local retail space are designed to accommodate the growing number of visitors to the newly renovated North Park Theatre as well as the revitalized business and cultural district along University Avenue and the surrounding area. The daily parking rate is currently \$.50 per 30 minutes up to a maximum of \$5.00. After 5:00 p.m. there is a flat rate of \$5.00. In addition to visitor parking, businesses also use the garage for monthly employee parking and validation parking.

Recent level of demand at the Garage can be seen below:

Level of Demand at North Park Parking Garage

June 2009 - June 2010

Period Begins	Period Ends	Tickets Issued	Spaces	Transient Turns
6/1/2009	6/30/2009	1,868	388	0.16
7/1/2009	7/31/2009	1,765	388	0.15
8/1/2009	8/31/2009	2,098	388	0.17
9/1/2009	9/30/2009	2,206	388	0.19
10/1/2009	10/31/2009	3,434	388	0.29
11/1/2009	11/30/2009	2,891	388	0.25
12/1/2009	12/31/2009	2,848	388	0.24
1/1/2010	1/31/2010	3,347	388	0.28
2/1/2010	2/28/2010	3,591	388	0.33
3/1/2010	3/31/2010	3,669	388	0.31
4/1/2010	4/30/2010	3,457	388	0.30
5/1/2010	5/31/2010	4,044	388	0.34
6/1/2010	6/30/2010	2,393	388	0.21
Totals		37,611		
Averages		2,893	388	0.25

Co-Owners

The Agency owns 85% of the Garage. Trilogy Real Estate Management, a local firm, owns and operates the remaining 15% that is comprised of the ground floor retail space. The RFQ pertains to the management of the parking structure and does not include the retail space. However, Trilogy Real Estate Management will be a party to the contract and will share in all costs in maintaining the Garage, including the management fee, insurance costs and accounting costs. Both Co-Owners will review the responses to the RFQ. The Agency will be the final approving authority in the selection of a Management Company.

SCOPE OF WORK

The Scope of Work will include, but may not be limited to, the following:

- Furnish the personnel, materials, services, management, and other requirements to operate the Garage.
- Maintain the Garage open 365 days of the year, according to the following operation schedule (subject to change upon mutual agreement of Agency and Management Company):
 - Sunday through Wednesday 9:00am-10:00pm
 - Thursday through Sunday 9:00am-3:00am
- Operate the Garage in such a manner to maximize revenues and create operational efficiencies.

- Provide on-site Garage security Thursday through Saturday evenings from 9:00 pm until closing time. If the Management Company does not have extensive Garage security experience, then the firm must outsource this responsibility to an experienced and licensed security provider.
- Regularly inspect the facilities and maintain them in a clean, orderly, and safe manner.
- Handle daily customer service issues with respect to parking operations questions, requests for monthly parking, and parking enforcement questions.
- Plan and execute marketing strategies in conjunction with and complementary to the Agency's marketing efforts to increase use of the Garage.
- Maintain accounting records of all income and expenses related to revenue collection and provide a monthly summary to the Agency.
- Submit to Agency an operating budget for each calendar year itemizing all Garage operating expenses estimated by the Management Company for the forthcoming year.

QUALIFICATIONS REQUIREMENTS

The Management Company selected to participate with the Agency will be an independent contractor for the Contract period. The contract shall be for a term of three (3) years with an option for two (2) additional one (1) year contract terms. The Management Company will need to meet all City, Agency, and other applicable local, state, and federal requirements. The management company must demonstrate experience and resources needed to successfully manage a public parking garage of this size. Prior experience with facilities similar in terms of size, complexity, and budget will be critical in evaluating qualifications. Current financial capacity or access to funding sources for carrying out the scope of work will also be important factors in considering the most qualified respondents.

A concise, professional, and complete response to the RFQ will help the Agency identify the most qualified management company and will be indicative of the level of the respondents' commitment to the management of the Garage.

SUBMITTAL REQUIREMENTS

Responses to this RFQ must include the following information in a **BRIEF AND CONCISE** format. Only information requested should be submitted. The Agency reserves the right to request additional information during the evaluation of responses and to reject any or all responses.

1. Manager or Management Team Experience

Identify the primary manager and all members of the management team, including the lead for day-to-day management of the Garage and consultants who will be involved (name of individual, firm address, email address and telephone number). Provide a very concise narrative describing the role and relevant background experience of the individuals who would be involved in the management of the Garage, and addressing the availability of resources, experience, or capabilities to assure successful operation of the Garage. Provide resumes of all management team members.

2. Project Implementation Strategy

Provide a concise narrative explanation of how the Management Company will plan and implement the operation of the Garage within the Project Description, including but not limited to (2-3 page maximum):

- A description of how the Management Company will successfully manage, operate, and maintain the Garage;
- Marketing strategies and incentive plans to increase use of the Garage; and
- Recommended staffing plan for the Garage, including but not limited to:
 - a. Personnel requirements:
 - i. Level of supervision
 - ii. Job descriptions
 - iii. Wage rates
 - iv. Benefits
 - v. Training
 - b. Report forms for revenue control and management analysis
 - c. Report forms for all types of incidents
 - d. Procedures for administering customer complaints

3. Budget Estimate

Complete a detailed budget estimate that includes a breakdown of the monthly management fee, wages, insurance, maintenance, etc. Include the dollar amount of the monthly cost for the term of the parking structure contract, including a breakdown of costs included in the monthly charge. Do not include additional compensation based on revenue or volume as incentive to the Management Company (a portion of the construction costs for the Garage was financed with tax-exempt bond proceeds, which precludes incentive based pay).

4. Management Experience

Provide a concise chart listing garages that are most comparable to the North Park Parking Garage that have been managed by the firm, including identification and a brief description of each Garage, street address, and estimated revenue. Include garages within urban redevelopment areas, operated under public/private partnerships and/or public coordination, and demonstrating experience with the public. Client and/or public agency references related to these projects should be included. Optionally, provide a concise narrative highlighting the most successful of these projects, particularly those that are most similar to the proposed management methodology.

5. Equal Opportunity Strategy

Carefully read the Other Terms and Conditions at the end of this RFQ. The Agency is strongly committed to equal opportunity in the solicitation of business contracting to assure that persons or businesses doing business with or receiving funds from the Agency are an equal opportunity business and employer. The Agency endeavors to do business with firms sharing the Agency's commitment to equal opportunity and will not do business with any firm that discriminates. The Agency strongly recommends that persons and

businesses doing business with the Agency take positive steps toward diversity and expand their sub-consulting and subcontracting solicitation base and offer opportunities to all eligible persons or businesses.

SELECTION SCHEDULE

The selection schedule will be tentatively as follows:

Distribution/Advertisement	December 1, 2010
Submittal of Qualifications Deadline	January 14, 2011
Staff Review/Finalist Interviews	January/February 2011
Offer and Contract Negotiation	February/March 2011
Anticipated Contract Start Date	May 1, 2011

Questions regarding this RFQ or any of the information provided or access to the Garage must be submitted via electronic mail to mlengyel@sandiego.gov no later than Wednesday, January 12, 2011. The subject line for questions should be limited to: Questions – North Park Project Area Parking Garage RFQ. No verbal inquiries will be accepted.

SUBMITTAL FORMAT

Response packages must be organized and tabbed consistent with the order of the Submittal Requirements outlined above. Submittals must consist of 8-1/2 x 11 sheets and 11 x 17 foldouts as necessary. All responses shall be marked “North Park Project Area RFQ Response” on the outside of the submittal and addressed to:

Redevelopment Agency of the City of San Diego
1200 Third Avenue, Suite 1400
San Diego, CA 92101
Attention: Michael Lengyel

Submittals shall be signed by individuals authorized to bind the Management Company to all terms and conditions of the submittal. All submittals shall provide the name, title, address, and telephone number of the individuals with authority to contractually bind the Management Company, and the person(s) who may be contacted by the Agency during the evaluation process and selection process.

SUBMITTAL DEADLINE

One signed original and two copies of the response package must be delivered no later than **5:00 p.m. local time on January 14, 2011** to the offices of the Redevelopment Agency. To ensure fairness, **no submittals will be accepted after 5:00 p.m.** Submittals received after 5:00 p.m. on January 14, 2011 will not be reviewed. Copies received by FAX or email shall not be deemed received. The Agency reserves the right to request additional information during the evaluation of responses and to reject any and all responses to this RFQ.

SELECTION PROCESS

Agency staff will review and evaluate submittals which meet the requirements outlined in this RFQ. Consultants to the Agency may also review submitted responses. Staff may meet with any or all of the management teams, conduct site visits, and check references as appropriate. The Agency will be the final approving authority in selection of a Management Company. The Agency reserves the right to reject any and all submitted responses.

The Management Company shall be responsible for all expenses incurred during the solicitation and negotiation process with the Agency. This RFQ does not and shall not commit the Agency to enter into any agreement, to pay any costs incurred in preparation of the submittals, or to procure or contract for services. The Agency shall not incur any liability arising from the RFQ process. For those submittals that are not selected, only financial information will be returned.

SELECTION CRITERIA

Agency staff may ultimately select and recommend a Management Company for management of the Garage based on the following criteria: management firm characteristics; financial capacity; experience managing garages with similar scope and size; the terms of a management contract to be finalized after review of submittals, and other pertinent factors.

The following is a guide to the criteria that will be used to evaluate Management Companies and their responses:

- 1) Quality of information submitted in response to the RFQ
- 2) Evaluation of past experience and performance including experience in managing garages in a redevelopment area and/or under public/private partnerships
- 3) Overall demonstration that the Management Company is ready, willing, and able to manage the Garage
- 4) Evaluation of budget estimates
- 5) Demonstrated commitment to comply with the City of San Diego Equal Opportunity Contracting Program and Conflict of Interest Code

Respondents to this RFQ are cautioned NOT to contact elected officials regarding the selection process. Inappropriate efforts to lobby or influence individuals or organizations involved in this selection may result, at the Agency's sole discretion, in dismissal from further considerations.

The Agency reserves the right to amend this RFQ by addendum prior to the final due date of the submittals. All amendments shall be posted on the Agency's website: <http://www.sandiego.gov/redevelopment-agency/opportunities.shtml>

OTHER TERMS AND CONDITIONS

1. The Agency reserves the right to modify aspects of the selection process, and to waive any defects of form or content in responses.
2. The Agency reserves the right to accept or reject any and all responses received as a result of this RFQ, and to cancel in part or entirely the RFQ. If all responses are rejected, the Agency may seek further submittals at a later time.

3. All reports, responses, or other data or materials, which are submitted, shall become the sole property of the Agency and a matter of public record. However, to the extent permitted by law, all submittals will not be made public nor considered a public record until after the Redevelopment Agency takes action to enter into an agreement with the selected management company.

However, statements of financial capacity will be returned to all respondents, except for the selected Respondent, after award of a contract. Respondents must identify all copyrighted material, trade secrets, or other proprietary information that they may claim are exempt from disclosure under the California Public Records Act (California Government Code sections 6250 et. Seq.). In the event a Respondent claims such an exemption, the following statement must be included in the response:

The Respondent shall indemnify the Agency and hold it harmless from any claim, damage, loss, liability cost or expense and defend any action brought against the Agency for Agency's refusal to disclose materials marked 'confidential', trade secrets or other proprietary information to any person making a request therefore.

Failure to include such a statement shall constitute waiver of the Respondent's right to exemption from disclosure and authority for the Agency to provide a copy of the submittals or any part thereof to the requester.

4. All products used or developed in the execution of any contract resulting from this RFQ shall remain in the public domain at the completion of the contract.

5. This RFQ is not, and shall not be construed to be, an offer but is merely a request for qualifications.

6. There is no obligation to enter any binding legal document until final approval by the Redevelopment Agency is received.

7. The firm selected will be required to provide evidence of public liability and property damage insurance with limits of not less than \$5 million dollars for injury to, or death of, persons and/or property damage arising out of a single accident or occurrence, insuring against all liability the City of San Diego, the Redevelopment Agency of the City of San Diego, their agents, officers, and employees, arising out of, or in connection with, the performance of work under the contract with the Agency. In addition, the firm selected will be required to provide evidence of automobile insurance and Workers' Compensation Insurance. The insurance shall be provided at the sole cost and expense of the firm selected, unless the requirement is modified or waived by the Agency.

8. Individuals, contractors, vendors, consultants, grantees, lessees, and banks contracting with the Agency must comply with the City of San Diego's Equal Opportunity Outreach Program.

The firm selected, and each of its subcontractors, shall comply with Title VII of the Civil Rights Act of 1964, as amended; Executive Orders 11246, 11375, and 12086; the California Fair Employment Practices Act; San Diego Municipal Code sections 22.2701 through 22.2707, and any other applicable federal and state laws and regulations hereinafter enacted. The selected

firm shall not discriminate against any employee or applicant for employment based on race, religion, color, ancestry, age gender, sexual orientation, medical condition, or place of birth. The selected firm shall cause the above provisions to be inserted in all subcontracts for any work covered by the contract so that such provisions will be binding upon each subcontractor, if used.

9. The firm chosen must agree to comply with the Agency's Drug Free Workplace requirements set forth in Council Policy 100-17, adopted by Council Resolution No. R-277952. Respondent shall certify to the Agency that it will provide a drug-free workplace.

10. In addition to the foregoing, every person or organization awarded a contract by the Agency or the City of San Diego must acknowledge and agree to comply with Council Policy 100-04, adopted by Resolution No. R-282153, relating to the federally mandated Americans with Disabilities Act (ADA). Consultant will be individually responsible for its own ADA program.

11. California State law makes it illegal for public officials or their employees to participate in the making of a contract in which he or she is financially interested. The law defines the making of a contract to include responding to Requests for Qualifications. The law further defines a public official very broadly to include members of advisory boards that are not actual parties to the contract. Prospective respondents who are aware of circumstances that could create a conflict of interest if a qualifications package were submitted are urged to contact the person identified as the Contact person for this request. A violation of these rules is grounds for disqualification of the Management Company.